Cooperative Extension Work in Agriculture and Home Economics
United States Department of Agriculture
Washington, D. C.



#### March 1937

#### CLOTHING EXTENSION PROGRAMS\*

Excerpts from 1935-36 Annual Reports of Clothing Extension Specialists and County Home Demonstration Agents.

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Pages

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<sup>\*</sup>No attempt has been made to cite in this circular all references to Extension Clothing Programs. Only selected extracts showing typical methods employed and results obtained in a number of States are included.

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#### CLOTHING EXTENSION PROGRAMS

#### Method of Planning Clothing Program

The clothing program is an elastic one, made to meet the needs and requests of the homemakers of the State. Each woman of the local group has an opportunity to give suggestions to the leader, who passes them on to the agent. The clothing committee, composed of five agents from the various sections of the State and the clothing specialist, receives the garnered suggestions. One of the five agents is chairman and another secretary, the specialist acting as an advisor. This committee, with the suggestions as a guide, alters the program to meet needs and requests of the homemalters. This may mean the arranging of a new subproject, the altering of another or, perhaps, the cancelling of another. The specialist polishes up the blocked-out subprojects. The project outline is then mimeographed and given to the agents for their study. Copies of the outline are placed in the hands of the club members. They state their choices to the county council representatives. The Council, upon the choices given, selects the projects for the year's work.

Iris Davemort, clothing specialist, Kentucky.

## Survey Shows Importance of Clothing Hygiene

The clothing survey of the past year indicates that health is the paramount asset of every individual and the foundation of economic stability of family life. Clothing hygiene, therefore, must be a part of every clothing program.

Lora V. Hilyard, clothing specialist, Kansas.

## Types of Clothing Meetings

The practical way in which clothing projects in Minnesota are set up may be illustrated by the project carried on in 15 counties in 1935. There are three types of meetings: Leader training construction process meetings, the open meeting, and the discussion type of meeting.

- 1. At construction process meetings held in a monthly series in each county, sample articles or garments are made, and detailed instruction is given in technics, the leaders doing actual work under the supervision of the specialist. The leaders in turn give this instruction to members of their respective groups at later meetings. Successful instruction involves principally the breaking down of information material into simple practices. Printed and illustrated material is prepared for leaders.
- 2. "Making Use of Clothing on Hand", and "Right Clothes for Less Money" are illustrated demonstrations given at open meetings. Information

that is difficult for leaders to present is given by the specialist. In all cases more than half of those in attendance were people not enrolled. The open meetings are one means of reaching new people.

# W. C. Coffey, acting director, Minnesota.

3. Discussions are used in the clothing local leader training meetings. Each club member and president is furnished circulars and an outline plan of procedure for the local meeting, and illustrative material is prepared, and stunts or playlets are presented. In preparation for the home-needlework project, stress is placed upon the relationship between materials, time, and effort expended, and the value of the article made.

Helen Rocke, clothing specialist, Nebraska.

## Clothing Program and Construction

The clothing program in Idaho is planned to develop: (a) Skill in making and fitting clothing; (b) appreciation of quality in textile materials; (c) the ability to choose becoming styles and colors; (d) better habits of care and renovation of clothing; and (e) an interest in keeping clothing accounts and in learning to spend the clothing allowance more wisely.

<u>Dress Construction</u>: Following a guide-pattern demonstration, a two-day class is held at which each woman makes a dress, either developing the pattern from the guide pattern, or using a commercial pattern which is checked by it. This gives an opportunity to test the ability of the members of the group in making good choices of line and color.

Marjorie Eastman, clothing specialist, Idaho.

## Change in Program

During the summer a revision of the entire clothing program was made and emphasis put on selection rather than fitting problems. This change was desirable since many groups now enrolling for clothing have at some time in the past had the project.

Edna V. Smith, State home demonstration leader, Michigan.

## Fashions and Change in Program

Through the topic, "New Fashions and New Materials", the cycles in fashions were brought to the attention of many women. Supplementary to the subject, "Appropriate and Attractive Commencement Clothes" were

discussed and cottons depicted as inexpensive, appropriate, and beautiful. The clothing projects were revised this year to give more emphasis to the buying of ready-made garments and to problems in selection.

Meta E. Martin, clothing specialist, Indiana.

Much of the field time of the specialist has been given to dress fitting and construction because they are the most difficult phases of the work for home demonstration agents to handle alone.

E. J. Iddings, director of extension, Idaho.

#### Clothing Construction Contests

Fifteen counties in Arkansas held contests culminating in a series of demonstrations in making house dresses, thrift garments, children's clothing, and church and afternoon ensembles.

Mena Hogan, district home demonstration agent, Arkansas.

### Coat Clinics

In the clothing program all phases of a clothing subject are considered. During the year it seemed desirable to continue with the remodeling work, and the coat clinic lesson continued in its popularity.

N. May Larson, assistant home demonstration leader, Iowa.

#### Improve Your Good Looks by Being Well-Groomed

This project includes demonstrations on care of hair, skin, teeth, and the making of inexpensive cleansing cream, hand lotion, and tooth paste.

Gladys Meloche, clothing specialist, Wisconsin.

## Remodeling Clothing

Most groups are interested in remodeling from the standpoint of bringing garments up to date and making minor changes. Other groups, especially those including families on relief, are interested in major changes, including entire remaking of garments. However, this project is less in demand now than formerly because most families have exhausted their supply of garments which have possibilites for making over.

Those groups interested in help with remodeling prefer the clinic type of meeting where the specialist gives attention to individual problems, including both suggestions for changes and fitting.

Edna Callahan,
Edith Berry,
Eunice Teal,
Clothing specialists, Ohio.

#### Sewing-Machine Clinics

Because repair and maintenance service of sewing machines is practically nonexistent in a great many communities, and of low quality in many others, training in the care and adjustment of sewing machines fills a definite need. This is especially true at the present time when farm women are making a large proportion of the garments worn by all members of the family. The usual cost of cleaning a sewing machine ranges from \$2.50 to \$5, and a woman can clean her own machine in not to exceed 2 hours after having been shown the process.

From 12 to 18 women are signed up in advance to bring their sewing machines to a meeting place by 10 a.m. Each woman working upon her own machine, cleans it, oils it, and makes adjustment affecting its running and operation. All machines are carried through the several operations at the same time, thus increasing considerably the number of machines handled at each meeting. A demonstration on the care and adjustment of machines is given in the afternoon, and as many other women as care to attend are invited.

Owing to the technical nature of the work, no attempt is made to carry it on a local-leader basis.

W. H. Brokaw, director, Nebraska.

## Clothing Accounts

A study of the clothing account records shows that three-fourths of the clothing-dollar in Ohio is spent for ready-made outer garments. Of the dollar, 32 percent is spent for dresses and suits; 10 percent for coats; 4 percent for hats; 19 percent for shoes; 5 percent for hose, and 5 percent for accessories.

A study of the expenditures of the different age groups shows that the high-school-age girl is taking by far the largest share of the family's clothing money. The women over 18 years hold second place, with high-school-age boys, third, and men over 18 years fourth.

Edna M. Callahan, clothing specialist, Ohio State University, Ohio.

#### Planning the Wardrobe and Accounts

The fall major project was on economy and satisfaction in family clothing. The object of the study was to give assistance to the home-makers in planning and in avoiding mistakes in balancing a family clothing budget, whether the garments were purchased or made at home.

The lesson, "We look to our wardrobe", includes a clothing inventory, a clothing account, and a clothing plan. Forty-nine women reported taking an inventory of clothing so that they knew what was on hand, what needed to be done to it, and what would best supplement it for the coming year's service.

May Hutchinson, home demonstration agent, Garrard County, Kentucky.

#### Textiles We Buy and Use

Selecting textiles wisely has become an increasingly difficult problem, as new finishing processes, new weaves, and new fibers are introduced, and few labels are found giving correct information about textiles. Homemakers, realizing this, have received with enthusiasm information on selecting textiles. Included in the demonstration, Textiles We Buy and Use, were:

- (1) A brief discussion of the characteristics of the different fibers.
- (2) Simple tests, such as burning, lye, and acetone, to determine different fibers.
- (3) How to judge textiles for quality and durability; points such as thread count in cottons, weave, sizing and dressing, scraping, tearing, rubbing, fast color, and laundry.
- (4) New materials available, as Sanfordized and anticrease.
- (5) Importance of labeling; reading labels, and requesting information in regard to quality.

#### Buying Project.

Buymanship of clothing included: What to look for in buying readymade dresses; helps in buying undergarments and hose; how to read labels intelligently; and, testing and selecting silk and rayon materials.

In the study of ready-made dresses, the bulletin from the Bureau of Home Economics on "Guides in Buying Ready-Made Dresses" was used, and

a copy given to each leader. A dress of good quality and one of poor quality were compared by the leaders. Advertisements from newspapers and labels from clothing were brought to the meeting for study. Large copies of labels were used at both leader-training meetings and community meetings, to make it possible for the whole club to study them at once. Included in the helps for buying undergarments and hose was a chart showing the lack of standardization in size. Undergarments of three prices were measured to show the difference in size. Tests which can be performed when buying hose were demonstrated to the leaders. Labels on hose were also studied.

Martha Lowery, clothing specialist, Washington.

One home demonstration agent reports that she was able to arrange for cooperative buying of yarn, to be used by adult classes in knitting and sewing, which arrangement resulted in a saving of one-third of the regular cost.

Amy Kelly, (1936)
Julia M. Rocheford,
Home demonstration agents, Missouri.

# Good and Poor Advertising and Labeling Demonstration

For the demonstration on clothing labels, the leaders were responsible for getting labels and examples of good and poor advertising and bringing them to the meetings for discussion. They also gave a skit on "Truth in Advertising" before the discussion. After the skit the leader showed her illustrative material to club members and discussed each example. Some leaders reported that their husbands joined in the search for educational advertisements and helped to procure labels. After the discussion by the leaders, the home demonstration agent gave a short summary on labels and advertising and their relation to buying.

Women reported that, since this demonstration, they have noticed labels more closely when buying, and have also studied advertising more carefully.

Edith E. Gwynn, home demonstration agent, Park County, Wyoming.

# Better-Buying Project Leads to Careful Buying Methods

The project of Better Buying, given last spring, has helped to elevate the standard of buying piece material, as well as ready-made garments. Time and thought are given to the study of labels, comparison of sizes as to length and width, workmanship, quality of thread, and trademark. I find the homemakers enjoy this knowledge as much as the

service they derive from making more intelligent selections.

Roxie C. Perkins, home demonstration agent, Harlan County, Kentucky.

At the meetings on clothing buying, the women first listed the garments they buy ready-made and those they make at home, also, whether any individual member of the family did his or her own shopping, or whether mother did the shopping for the family, or, perhaps, went along as adviser. The lists showed:

- (1) Mother often bought shorts, shirts, socks, and overalls for the men, and assisted in the buying of their suits and overcoats.
- (2) Mother did practically all the buying for the children and herself.
- (3) Mother made a large part of the children's garments and a few for herself.

Shorts were compared as an example of what is being done to put men's cheap garments on the market. Three garments were exhibited, a 25-cent one, a 50-cent one, and one priced between these two. Although the three garments were marked the same size, the manufacturer had cut the measurements of the 25-cent garment radically. A study of the labels on these garments convinced the women that the medium-priced article was less desirable for the price than the cheap one. The study ran through the subject of shirts and other garments for men.

Edith Bougham, home demonstration agent, Marathon County, Wisconsin.

## Clothing Purchasing Studies

Farm homemakers show an increasing interest in clothing buying. The women were interested in hose and the descriptive terms used in buying them, such as, the number of threads that make up "service weight", "service chiffon", and "chiffon" grades. The gauge of hose has never before meant anything to these women.

They studied the thread counts of dress muslin and the materials that seemed to wear best for them; also seam finishes of ready-made clothing that give most satisfaction, the reading of labels, and guarantees. The specialist carried an inexpensive house dress that illustrated clearly defects caused by off-grain cutting.

The women also were interested in cotton piece goods on the market and the relation of their designs to the grain of the label. In many instances these designs were printed off-grain as much as six inches from one side of the material to the other.

A comparison of size of men's clothing with United States standards was made, and reasons for lack of standard sizes on the markets were discussed. The women found that Kansas boys and men would not be able to wear clothing made on United States standard sizes and, for this reason, merchants must order special sizes, or those made up by manufacturers which are especially for this trade territory. The women were also interested in the variation of sizes of different brands of garments. Materials, costs, and construction were compared, and very interesting discussions on the problems of clothing the men of the family were held.

Loretta McElmurry, clothing specialist, State College, Kansas.

## Buying Study Tours

Under the direction of the home adviser, two tours of Macoupin County groups were planned as a summary and culmination of the consumerbuying study project. Four different business houses entertained the women who went to Springfield, and five business houses entertained those who went to Alton. Several of the women enjoyed the first day's trip so much that they went on the second one.

# Stirring Up Interest in Buying Studies

A new type of county open meeting was planned in one county in the hope of bringing the women to realize wherein the majority of them lacked information necessary to buy wisely under present conditions. This meeting took the form of an examination. Samples of fabrics were mounted separately on cards for passing around from woman to woman. Each sample was numbered and bore a question such as, "Why did this piece of cloth wear as it did?" Each woman wrote in her notebook what she thought to be the correct answer. A duplicate set of cards on which the answers had been added were used in the discussion which followed.

Edna Gray, clothing specialist, Illinois.

## Buying Clothing

The account records this past year show that the largest part of the clothing-dollar is spent for outer garments. Of this, more than six times as much is spent for ready-made garments than is spent for those made at home. The accounts do not show whether this means that more garments are bought ready-made than are made at home or whether those bought ready-made cost six times as much as the same number of home-made ones.

As the art of making garments at home requires a high degree of skill and time, it may be assumed that many homemakers are consumers of ready-made garments, and that probably they actually use more ready-made garments than home-made ones. The course applies to all classes of ready-made outer garments.

Since so many outer- and under-garments are being bought ready made along with shoes, hose, and accessories, reliable consumer information is important if the family is to get its money's worth in comfort, appearance, and serviceability.

Units in consumer buying this past year included the buying of ready-made dresses, hosiery, knit undergarments, slips, men's shirts, and towels. Special emphasis has been put on the need for better labeling and for accepted standards for consumer's goods.

Edna Callahan,
Eunice Teal,
Edith Berry,
Clothing specialists, Ohio.

#### Planning the Program

The program that is to be carried on in home-agent counties is definitely planned through the use of women in the county. When women of the county are called together to discuss various possibilites for a program for the new year, they make suggestions as to topics they would like to study.

These suggestions are reported to the specialist, who uses them as a basis for the program for the coming year. For example: A number of requests come in for suggestions on selecting a complete wardrobe. For this reason the first circular prepared for a series to begin this fall was entitled "Wardrobe Wisdom." This circular was used as a basis for the demonstration on selecting a wardrobe. It also gave a new angle from which to present selection of becoming colors.

## Major Project

A new major series known as "Spending for Satisfaction" has been planned and presented this fall. This will carry on into 1937. The demonstrations will include the following topics:

- 1. Wardrobe wisdom.
- 2. One dress for all occasions.
- 3. Earmarks of a good ready-to-wear garment.
- 4. Making the most of oneself.

Dorothy J. Norris, clothing specialist, South Dakota.

## Sewing Machine Clinic

The instruction in the reconditioning of sewing machines was well received over the State. It included a demonstration of cleaning, oiling, and adjusting sewing machines. Before a demonstration was given, arrangements were made to have one machine for each 4 or 5 leaders at a training school. A preliminary discussion brought out the importance of cleaning the machine and the procedure to follow in cleaning. Four or five women then cleaned the machine assigned to them. The groups were supervised by the specialist or the home demonstration agent. Oiling and adjusting the machine followed with a discussion of difficulties encountered in stitching which might be remedied by cleaning and adjusting.

N. May Larson, assistant home demonstration leader, Iowa.

## The Study of Foundation Garments

Because of the present style for closely fitted dresses and coats, women have become more conscious of the shape of their figures and have asked for help in selecting well-fitted foundation garments for themselves and their daughters. To lecture-demonstrations the clothing specialist brought a collection of various foundation garments and explained the types of garment that would be most suitable for various figures. These points were demonstrated by "modeling" garments on local women. The importance of muscle training to help in maintaining good posture was emphasized.

Gladys Butt,
Mildred Carney,
Margaret Morehouse,
Full-time specialists, New York.

## Knitting and Crocheting

The popularity of knitted and crocheted garments and dress accessories has brought many requests for help. This is not a part of the regular clothing project. In two counties the agents arranged project demonstrations to teach those who were interested.

Helen Shelby, clothing specialist, Maryland.

#### Knitting and Crocheting

In keeping with the times, one meeting in each of 26 counties was devoted to knitted and crocheted dresses, coats, and accessories.

Lella R. Gaddis, home demonstration leader, Indiana.

#### Farm Women Make Gloves

One of the phases of clothing in which women in Missouri have been particularly interested is the making of hand-sewn leather gloves. They may be made more economically than they can be purchased. They vary in price from 50 cents to \$1 a pair, depending on the kind of leather used.

Mary E. Robinson, clothing specialist, Missouri.

#### Home-Tailored Accessories

Making home-tailored accessories was emphasized in 47 counties as an economy and because it was a fashionable activity.

During the first period of a meeting the advantages of making trimmings, hats, and gloves at home and the variety of suitable materials to be found, were discussed. Patterns for gloves, hats, and scarfs were provided, and finished articles were displayed.

The demonstration included placing the pattern, cutting, staying the edges, and steps in sewing both gloves and hats or berets.

Leaders brought practice material and made models. Usually one leader made a glove and the other a beret. A review of tailored finishes suitable for trimmings was given.

Helen Rocke, clothing specialist, Nebraska.

#### Demonstration Kits

These kits containing articles of apparel and patterns with instructions, bulletins, and mimeographed material have been prepared by the specialists and lent to the counties on scheduled dates, or prepared by the clothing leaders in the counties under the supervision of clothing specialists. In the projects on dress accessories and slips, the leaders made choices of the styles with the members of their groups in mind. This was a definite accomplishment and showed how the principle of "know your

group" was applied by leaders in these two projects.

Gladys Butt, Mildred Carney, Margaret Morehouse, Full-time specialists, New York.

The procedure in using our demonstration kit was for the organized group to pick three or four mothers in its community, whose homes were not near together, to whom the case might be sent. These women were asked to invite several neighbors who could also make use of the contents of the case, to come in, look over the material, cut patterns, and get mimeographed material. The community officers attended to getting the case moved from home to home, to moving it on to the next community when its time was up, and in keeping the contents in good condition. The case was returned to the agent's office several times during its travels, to have necessary repairs or replacements made. The material has come through the year in far better condition than anticipated.

One kit was provided for each of the 14 county organizations. It is taking over a year in some counties to make the rounds.

Helen C. Spaulding, clothing specialist, Maine.

## Clothing Kits

Traveling kits are used to help busy mothers unable to attend meetings. They contain new ideas in children's clothing, illustrating features that make garments healthful, comfortable, and attractive. One kit contains patterns in three sizes for children between 2 and 6, and the other for those between 7 and 14 years of age. There is a garment made up like each pattern. A leader in each community is responsible for the kits. Every interested mother may cut as many patterns as she desires. Each year new patterns and garments are added.

Hazel E. Hill, clothing specialist, New Hampshire.

## Pattern Service

Rural leaders, from all twenty of the communities represented in the clothing project, have made considerable use of the pattern service. Within two months 1,500 copies of patterns had been taken from the originals on file in the county agent's office. These patterns are each of modern and superior design, and the ladies report that, through this service alone, they have been able to save \$375.

E. W. Aiton, agricultural agent, Wright County, Minnesota.

## Foundation Pattern of the Early 1920's Still in Use

Within the past year there has been a great demand for more help in fitting and construction. There has been a realization that the construction processes must be so adapted as to be suitable to the material and style of the garment. Among those coming for help was Mrs. Sophia Hart of Richmond, Ind., who brought to a meeting her "foundation pattern" fitted in the early days of the clothing project work in Wayne County. Mrs. Hart says she has made dozens of dresses from that pattern. The pattern was refitted last week and changes necessary to adapt it to present standards of design and fitting were made.

Lella R. Gaddis, home demonstration leader, Purdue University, Indiana.

Sway-backs are caused mainly by the wrong type of shoes, and since most of our women are sway-backed and have to alter patterns to fit these backs, some discussion of shoes was given with the pattern demonstration. Posture is so directly connected with shoes, that shoes were discussed with all work on posture. Thirty-four counties in the State reported women wearing better shoes for work.

Ouida Midkiff, clothing specialist, Mississippi.

With clothing money still limited and with widespread dissatisfaction with poor quality garments purchased during depression years, the following lessons have been given:

- 1. Fitting your dress.
- 2. Tailoring.
- 3. The well-dressed woman.
- 4. Care and repair of sewing machines.
- 5. Home-made for ready-made.

In all these lessons, the aim has been to help women to establish comfortable but not extravagent clothing standards, to develop judgment in the selection and buying of clothing, and to gain sufficient skill in clothing construction so that satisfaction and efficiency are acquired.

R. J. Baldwin, director of extension, Michigan.

#### Shoes Studied

At meetings on Shoes, Feet and Hose, women with foot difficulties acted in the capacity of demonstrators. From each club represented an effort was made to have one or two women check her feet for foot troubles. A second meeting was held six months after the first to check up on the results obtained from the practices recommended, and to have each woman tell the members of her club about the improvement in her feet due to better type of shoes or to foot exercises.

Mary E. Robinson, clothing specialist, Missouri.

#### Care of Clothing

Care of clothing was the subject for a talk and demonstration showing removal of some of the more common spots. Several spots were brought by the women, for removal or for advice on them. The directions for removing surface shine was of particular interest to the majority of the women, as was also the recommendation of beaten soap suds for the removal of general soil.

#### Dyeing

A demonstration on the use of the washing machine for dyeing large articles was very successfully given. Over-draperies, glass curtains, and couch covers were dyed. Everyone was pleased with the evenness of the color and the ease with which the dyeing was done.

Frances M. Whitcomb, home demonstration agent, Connecticut.

## Equipment for Clothing Care

"The use and care of equipment" has been emphasized in all construction projects this year. The use of adequate pressing equipment has been featured. As a result, "press blocks" or "whackers" have been purchased by women this Fall as an aid to the care and construction of clothing. These blocks are introduced to groups in the children's coat project as a necessary bit of tailoring equipment, and their use is demonstrated. Sources of these blocks - woodshed, local carpenters, 4-H club handicraft members, manual training classes - have been suggested.

Mrs. Esther Cooley Page, clothing specialist, Massachusetts.

## Craft Exhibits for Appreciation of Textiles and Other Work

During Farm and Home Week, an exhibit of crafts was arranged in cooperation with the homemakers' clubs in counties taking the craft project.

Colonial coverlets were especially featured, and formed the background for smaller items, like bags and purses. A foot-power loom was borrowed, and demonstration in pattern weaving was given. Two spinning wheels were also used in the exhibit. The original plan was to have a spinning demonstration also. The object of this work was to arouse an appreciation of old textiles, and to inspire some to learn the art of making them.

Julia Brekke, clothing specialist, Agricultural College, North Dakota.